



WILLIAM GRANT & SONS

ROLE PROFILE

Role Title	Assistant Area Sales Manager
Internal Reference	ODC-0005
Business Unit / Group Function	ODC
BU Team / Sub-Function	Commercial
Location	TBC
Team Leader Role	Senior Regional Sales Manager
Role Level	4B
Team Members	Yes
Role Purpose To support the Senior Regional Sales Manager in ensuring delivery of local strategy and budget performance through strong commercial plans and drive delivery of sustainable growth and profitable maximisation of distribution, promotional activity and sales of the WG&S portfolio in the respective channel.	
Accountabilities Deliver profitable business results, distribution and sales targets, through development, implementation and monitoring of effective plans across all areas of responsibility e.g. distribution, visibility, promotional activation. • Lead, motivate and develop team members in line with the Company Values to maximise employee engagement, create a high performing culture and deliver business results. Proactively support and help resolve significant sales issues and opportunities to ensure sustainable growth and profitability for the Company. • Build and maintain strong relationships and networks across the business and key customers in order to identify, evaluate and exploit opportunities to improve sales performance and customer excellence. • Effectively manage all aspects of customer relations in order to achieve agreed volume, value and account contribution target and develop plans with the designated customers to deliver continued profitable business growth while managing within the agreed budget. • Lead and drive delivery of solutions which drive short term results and build longer term business development for WG&S. This includes initiating the development of action plans to develop new business in the respective area within the channel, in alignment with RTC plans. • Ensure sound planning to enable promotional activities to be effectively executed in order to develop brand awareness and recognition. As part of planning, ensure that the CRM system is fully utilised via the team with outlet data and visual imagery recorded in every call made • Consolidate, analyse and prepare data from the respective area for Market Overviews preparation as part of the commercial planning process; provide consolidated information from the respective team for Quarterly Business Reviews including brand presentations, market performance data and overview financial information, including updating pricing information with Internal Stakeholders and Finance. This includes pricing information and competition activity data.	
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